

Ford sales show continued growth

August 2014 was the second consecutive month during which Ford sales exceeded 6,000 vehicles, giving the company its second-highest ever market share of 12.9%.



© Tomasz Zajda – za.fotolia.com

Ford sold 6,358 vehicles in South Africa in August, an increase of 17% compared to August 2013. So far this year, Ford has sold 43,956 vehicles in South Africa, 20.1% more than the same period last year.

Ford's fourteenth month of double-digit market share comes amid a general decline in the new vehicle market, according to figures from the National Association of Automobile Manufacturers of South Africa (Naamsa).

"We are very pleased so many customers in South Africa appreciate our range of Ford vehicles," said FMCSA's vice president for Marketing, Sales and Service, Mark Kaufman. "And that range is set to grow with even more appealing products. We're getting ready to kick-off our Ranger Odyssey event, which will continue to demonstrate the utility and functionality of our Ford Ranger."

Segment leadership

Ford EcoSport, a compact SUV powered by the three-time International Engine of the Year winner, the 1.0-litre EcoBoost engine, had a high sales total of 800 vehicles and was placed in the top ten passenger vehicles sales result. The compact SUV retained its segment leadership.

Continued consumer demand for the Ford Kuga and Fiesta also returned strong sales results. Fiesta recorded the model's best sales result in four years with 887 registered in August. Kuga lodged its second-best sales month since launch, 540 sales making the SUV the best-selling vehicle in its segment.

The South African new vehicle market showed continued signs of resilience, while still down 1.4% on August last year. Passenger car sales declined 2.7% to 37,953 units, while light commercial vehicles (LCVs) grew 2.1% to 14,942.

"Despite continued consumer pressure, the new vehicle market is just 4.3% off the same period year-to-date last year. That Ford sales can show such growth in these tough market conditions is testament to the appeal of our range and the Ford brand," said Kaufman.

For more, visit: <https://www.bizcommunity.com>